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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Aug 8

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57th Year 1988

Vol. 115 No. 6

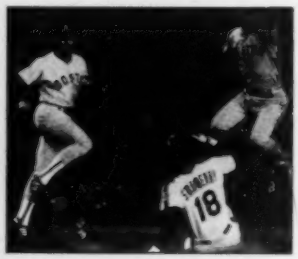
Broadcasting Aug 8

Off the picket line... After 22 weeks, striking Writers Guild of America and Alliance of Motion Picture and Television Producers reach tentative settlement. Producers gear up for seven-day work weeks to make up for lost time. **PAGE 19.**

Affiliate pursuit... NBC President Bob Wright and executives of NBC Cable pursue affiliates at CTAM for network's new cable

channel, CNBC (Consumer News and Business Channel). **PAGE 21.**

Acquisition mode... Viacom is looking to buy more cable and television properties, says its chairman, Sumner Redstone. To finance those purchases, company is reducing its bank debt to less than $1 billion through asset sales and securities offering. **PAGE 26.**



22/CABLE UP TO BAT
Major League Baseball Commissioner Peter Ueberroth says cable television will be part of next baseball contract, which will be negotiated at end of current season.

22/EYE FOR AN EYE
CBS offers glimpse of its new logo—with musical accompaniment—to television audiences for first time.

23/FCC ACTION
FCC reopens proceeding aimed at eliminating its 28-year-old network/cable crossownership ban; looks at changing length of network-affiliate contracts, and issues new political advertising guidelines.

25/ELEPHANT WALK
Up to 15,000 members of foreign and domestic media are preparing for Republican national convention at New Orleans's Superdome, where few surprises are expected.

28/JINGLE JANGLE
Business of creating radio station identifications may be changing as new companies enter field and those dominating industry over last 20 years look for fresh approaches.

30/CTAM '88
Cable Television Administration & Marketing Society's largest convention ever focuses on better promotion and marketing. Gathering also serves as forum for pitching new programing channels, discussion of pay per view vs. home video and building relationships with producers outside of Hollywood.

33/RECAPITALIZATION
Reliance Capital Group and Hallmark Cards refinance two Spanish-language networks they control, neither of which is expected to be in black for few years.

34/AND THEN SOME
Financial News Network adds new consumer-oriented business features, saying changes—which also include more in-house produced programing, new studio facilities and better transponder position—were unrelated to NBC's earlier announcement of its new cable channel.

35/NETWORK SHUFFLE
ABC and CBS unveil plans for their respective strike-affected fall schedules as they fill program void and counter coverage of Olympics and World Series on NBC.

38/ASKING PERMISSION
Estimated dozen Public Broadcasting Service stations reject PBS documentary on male attitudes toward women; at least one station asks FCC whether program is indecent before deciding whether to schedule it.

63/NO REGRETS
Genesis Broadcasting's Martin Greenberg turned his first tour of radio station 26 years ago into tour of duty in radio broadcasting field.

37/TAKE FIVE
Oprah Winfrey, host of *The Oprah Winfrey Show*, extends her deal with syndicator King World through 1993.

DEPARTMENTS

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Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1705 DeSales Street, N.W., Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $70, two years $135, three years $190. Canadian and other international subscribers add $20 per year. U.S. and possessions $235 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* $110, *Across the Dial* $6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Postmaster: please send address corrections to *Broadcasting*, 1705 DeSales St., N.W., Washington, D.C. 20036.

but stopped short of recommending veto.

Bill is product of negotiations between Subcommittee Chairman Ed Markey and NAB and proposes commercial limits in children's programs of 10½ minutes per hour on weekends and 12 minutes on weekdays. Measure has undergone considerable revisions and excisions, among latter language requiring broadcasters to air one hour per day of informational and educational programing and provisions to curb so-called program-length commercials.

Comparative Renewal

FCC took first step toward revamping much-maligned comparative renewal process, launching combined rulemaking and inquiry at June 23 meeting aimed at making it easier for broadcasters to win comparative renewal hearings and discouraging groups from using process to "extort" money from broadcasters.

The FCC proposed limiting payments broadcasters can make to challengers in settlements of comparative renewal proceedings and to groups in exchange for withdrawal of petitions to deny renewals. In addition, it proposed requiring fuller ownership and financial disclosure information from competing applicants, clarifying standards that broadcasters must meet to win "renewal expectancies" and reconsidering some criteria used in comparative hearings, particularly diversity of ownership.

FCC stopped short of proposing two-step renewal process, by which FCC would first decide whether to renew license before considering competing applicants.

Talk of reform comes as thousands of radio and television stations file for renewal over next few years. Most prominent comparative renewal case, involving CBS's WBBM-TV Chicago, was settled two weeks ago when CBS agreed to pay only legal expenses of challenger, Center City, in exchange for its dropping of challenge. Settlement followed FCC administrative law judge denial of most of Center City's discovery requests. FCC has also ordered comparative renewal hearing for Viacom's KMOV-TV St. Louis and WWOR-TV New York and is preparing orders affecting several other television stations.

Crossownership

■ *Telco-cable*—FCC has tentatively concluded it should recommend Congress lift cross-ownership ban on telephone companies providing cable television service in their service areas. Commission, which made proposal at its meeting Wednesday, July 20, will seek comments on subject, as well as on separate considerations to loosen its own regulatory restrictions on crossownership. FCC move follows National Telecommunications and Information Administration report on cable television regulation that recommended that telephone companies be allowed to serve as transporters of others' programing in telcos' own service areas (BROADCASTING, June 20). They should be allowed to provide "video dial tone" to anyone with program to offer, though not programing of their own, in NTIA's view. At present, not only FCC regulations and 1984 Cable Act but also modified final judgment issued by U.S. Judge Harold Greene in his supervision of breakup of AT&T is seen as barrier to such crossownership by seven Bell operating companies. NTIA has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC entry into information services, including cable. President's Cabinet-level Economic Policy Council is considering legislation that would deregulate BOC's. Not waiting for FCC, Representative Howard Nielson (R-Utah) introduced legislation to eliminate statutory ban.

National Cable Television Association and California Cable Television Association have asked three FCC commissioners to review staff's April 12 decision to waive telco-cable crossownership rules and allow GTE to build cable system in Cerritos, Calif.

Duopoly/one-to-a-market—FCC officials, speaking at NAB convention (April 9-12), said record in duopoly and one-to-a-market rulemaking supports some relaxation of rules. But officials indicated that opposition from Hill to any FCC initiative involving liberalization of broadcast ownership rules makes action on rules unlikely at this time.

Broadcast-newspaper—Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Network-cable—At Aug. 4 open meeting, FCC was to reopen proceeding aimed at eliminating ban on three major broadcast networks owning cable systems. Networks supported repeal of ban in 1982, and are expected to do so again.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING

SERVICE	ON AIR	CP's[1]	TOTAL *
Commercial AM	4,913	287	5,199
Commercial FM	4,085	565	4,650
Educational FM	1,339	297	1,636
■ Total Radio	10,337	1,149	11,485
FM translators	1,585	435	2,020
Commercial VHF TV	543	18	561
Commercial UHF TV	501	200	701
Educational VHF TV	119	6	125
Educational UHF TV	215	30	245
■ Total TV	1,378	254	1,632
VHF LPTV	106	163	269
UHF LPTV	282	1,143	1,425
■ Total LPTV	388	1,306	1,694
VHF translators	3,067	109	3,176
UHF translators	2,179	348	2,527
ITFS[2]	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL[3] & intercity relay	2,836	166	3,002

CABLE†

Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration†	51.1%
Pay cable penetration	28.6%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 88.6 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.

Direct Broadcast Satellites

April 8 round of applications at FCC brings current total to nine U.S. firms holding or seeking DBS construction permits—four new appli-

Speaker: Ruth Otte, president-chief operating officer, The Discovery Channel. Copacabana, New York.

■ **Sept. 14-16**—*National Association of Black Owned Broadcasters* fall broadcast management conference. Ramada Renaissance hotel, Washington. Information: (202) 463-8970.

Sept. 14-17—Radio '88, sponsored by *National Association of Broadcasters*. Convention Center, Washington.

Sept. 15—Sixth annual Everett C. Parker Ethics in Telecommunications lecture. Speaker: Mary Alice Williams, VP, CNN. Interchurch Center, New York.

Sept. 15—*Philadelphia Advertising Club* meeting. Speaker: Sally Jessy Raphael, ABC-TV talk show host. Franklin Plaza hotel, Philadelphia. Information: (609) 234-7930.

Sept. 16—*Society of Broadcast Engineers, Central New York chapter*, 16th annual regional convention. Sheraton Convention Center, Liverpool, N.Y. Information: (315) 437-5805.

Sept. 18-20—*Kentucky Cable Television Association* annual convention. Marriott Resort, Lexington, Ky.

■ **Sept. 20-22**—*Satellite Communications Users Conference*. Las Vegas Hilton, Las Vegas. Information: Kathy Kriner, (303) 220-0600.

Sept. 21—*New York Television Academy* luncheon. Speaker: Kay Koplovitz, president-chief executive officer, USA Network. Copacabana, New York.

Sept. 21—*Oklahoma Association of Broadcasters* sales seminar. Oklahoma City. Information: (405) 528-2475.

Sept. 22—*Oklahoma Association of Broadcasters* sales seminar. Tulsa, Okla. Information: (405) 528-2475.

Sept. 22—*IRTS* Newsmaker Luncheon featuring FCC Chairman Dennis Patrick. Waldorf-Astoria hotel, New York. Information: (212) 867-6650.

Sept. 22-25—Third annual *Society of Broadcast Engineers* national convention. Convention Center, Denver. Information: John Battison, (614) 888-3364.

Sept. 23—*Southern California Cable Association* eighth annual dinner dance. Theme: "Cable Goes Hollywood." Streets of the World, Universal City, Calif. Information: (213) 463-2186.

■ **Sept. 23-25**—*Maine Association of Broadcasters* annual convention and election of officers. Sebasco Estates, Sebasco, Maine.

Sept. 23-27—*International Broadcasting Convention*, sponsored by group of electronics engineers associations. Metropole conference and exhibition center, Grand hotel and Brighton Center, Brighton, England. Information: (01) 240-1871 (London).

Sept. 23-30—Cinetex, international film and television conference, market, festival and industry expo, created by *American Film Institute* and presented jointly by *Interface Group of Companies* (conference producer). Las Vegas. Information: Bill Mahan, (617) 449-6600.

Sept. 24—*Radio-Television News Directors Association* region one conference. Marriott hotel, Portland, Ore.

Sept. 25-28—*National Association of Telecommunications Officers and Advisors* meeting: "NATOA '88: Hot Topics in Telecommunications." Doral Hotel On-the-Ocean, Miami Beach, Fla. Information: Catherine Rice, (202) 626-3160.

■ **Sept. 26-27**—Hispanic Media and Marketing Conference, sponsored by *Media Institute* and *Advertising Age*. Marriott Marquis, New York. Information: (212) 210-0209.

■ **Sept. 27**—*Association of National Advertisers* media workshop. Plaza hotel, New York. Information: (212) 697-5950.

Sept. 27—Third annual fall forum luncheon sponsored by *National Academy of Cable Programming*. Sheraton Center, New York. Information: Steven Schupak, (202) 775-3611.

■ **Sept. 27**—Roast of Bill Daniels, Daniels & Associates, Denver, sponsored by *Women in Cable, Washington chapter*. Omni Shoreham, Washington. Information: Susan Hayes, (800) 752-9663.

Sept. 27-29—Great Lakes Cable Expo. Cobo Hall, Detroit. Information: Steve Smith, (517) 351-5800.

Sept. 27-28—*Public Service Satellite Consortium* conference on telecommunications policy: "Forging a New Telecommunications Strategy: Choices for the Next Administration." National Press Club, Washington. Information: (202) 863-0890.

Sept. 28-29—"Urban Markets: Directions for the 90's," seminar sponsored by *National Cable Television Association* and *National Association of Minorities in Cable*. Keynote: Amos Hostetter, chairman-CEO, Continental Cablevision. Waldorf-Astoria, New York. Information: Ann Dorman, (202) 775-3690.

■ **Sept. 28**—"Beyond the Basics," course sponsored by *Women in Cable*. Viacom Conference Center, New York. Information: Claire Stern, (212) 532-6680.

Sept. 30—Deadline for applications for Ohio State Awards program competition honoring excellence in educational, informational and public affairs broadcasting. Information: Phyllis Madry, (614) 292-0185.

Errata

Funding bill adopted by Senate late last month and reported in Aug. 1 issue, **contained fiscal 1989 appropriations for Board for International Broadcasting of $227.1 million.** National Telecommunications and Information Administration's **public telecommunications facilities program would receive $21.59 million** under same bill.

□

Last week NBC emphasized that **Mike Eskridge,** newly appointed president of NBC Cable channel CNBC ("In Brief," Aug. 1), **will remain involved in NBC-TV's coverage of 1988 summer Olympics** in Seoul while working on start-up activities of CNBC (Eskridge was executive vice president of NBC's Olympic unit prior to becoming president of CNBC).

□

July 18 "Special Report" on satellites incorrectly identified **NBC-TV affiliate satellite news service Skycom** as Starcom. Also, list of **GTE Spacenet's planned launches should have included** 16 Ku-band transponder **GStar IV,** to be placed at 136 degrees west longitude in 1990.

October

Oct. 2-4—*New York State Broadcasters Association* and *Pennsylvania Association of Broadcasters* joint annual convention. Speaker: FCC Commissioner Patricia Diaz Dennis. Hershey Lodge, Hershey, Pa. Information: (518) 434-6100 or (717) 233-3511.

Oct. 2-4—Joint annual meeting of *Oregon Association of Broadcasters* and *Washington State Association of Broadcasters*. Jantzen Beach Red Lion, Portland, Ore. Information: (206) 625-0714.

Oct. 2-6—*Southern Educational Communications Association* conference. Hyatt Regency Louisville, Louisville, Ky. Information: Jeanette Cauthen, (803) 799-5517.

Oct. 4-6—*Atlantic Cable Show*. Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 6—*Caucus for Producers, Writers and Directors* general membership meeting. Chasen's, Los Angeles. Information: (213) 652-0222.

■ **Oct 6**—"Beyond the Basics," course sponsored by *Women in Cable*. Viacom Conference Center, New York. Information: Claire Stern, (212) 532-6680.

Oct. 7—*Radio Broadcasters of Chicago* 10th annual Windy Awards honoring excellence in creative use of radio as advertising medium. Hotel Nikko, Chicago. Information: Susan Kraus, (312) 329-9002.

Oct. 9-11—*Women in Cable* management conference. Swiss Grand hotel, Chicago. Information: Rhonda Christenson, (815) 962-4400.

Oct. 9-11—*Illinois Broadcasters Association* annual convention. Eagle Ridge-Galena, Ill.

■ **Oct. 9-12**—*United States Telephone Association* 91st annual convention. Marriott Marquis, New York. Information: (312) 332-1991.

Oct. 11—Presentation of Engineering Emmy Awards for Outstanding Achievement in the Science of Television Engineering, sponsored by *National Academy of Television Arts and Sciences*. Sheraton Center, New York. Information: (212) 586-8424.

Oct. 11-16—*National Black Media Coalition* 15th anniversary conference. Adam's Mark hotel, Houston. Information: (202) 387-8155.

■ **Oct. 12**—"Beyond the Basics," course sponsored by *Women in Cable*. Viacom Conference Center, New York. Information: Claire Stern, (212) 532-6680.

Oct. 12-15—*American Association of Advertising Agencies* Western region convention. Hyatt Regency, Scottsdale, Ariz. Information: (212) 682-2500.

Open Mike

Defending the faith

EDITOR: It was refreshing to read the July 18 "Monday Memo" "On understanding TV evangelists" by Stephen Wizenburg. As a Christian radio station owner, I'm sick and tired of the constant criticisms TV evangelists as a whole have received. Mr. Wizenburg put this whole area into perspective through analyzing some various myths. And although I may not totally agree with his implication that TV evangelists are still good even if only from a monetary perspective, it is very true that, as he said, "All the recent public scrutiny has led to an increased stereotyping of televangelists instead of bringing a greater understanding of the mission and method of religious bradcasters." Amen.

Incidentally, I really enjoy your magazine as it keeps me current on all the relevant issues involving media today.—*Daniel Poole, WWCM(AM) Ypsilanti, Mich. (Detroit).*

Taking stock

EDITOR: Your section on radio syndicators in the July 25 issue failed to include one of the fastest-growing radio services in the country: Radio Amex.

Each day, Radio Amex broadcasts more than 60 separate reports on the stock market reaching more than 1,000 stations across North America. In addition, our weekly radio program *Amex BusinessTalk* is aired on more than 60 radio stations in the U.S. and in London.

And this fall, Radio Amex will begin

games that are sold out and are out of sale, and the league championship series at this point is close to 90% sold," he said.

To counterprogram against the Olympics, ABC has scheduled four *Monday Night Football* games at 8 p.m. instead of 9 p.m., their regular starting time. The reason, said Swanson, "is that two of those games, on Sept. 19 and 26, go head to head with the Olympics, starting at 7:30 p.m. And it was the feeling that we just didn't want to let NBC have an hour-and-a-half jump on us." Swanson said the other two games were moved because "as the writers' strike began to have its impact and carry on, it seemed that the best thing to do was to take the two—the first two games—and move them to 8 p.m. as well, to save a couple of hours of programing there and create continuity with the other two."

ABC, which recently announced plans to remake the *Mission: Impossible* series, also announced that production would begin on a remake of the *Police Story* series. The network has chosen six scripts from the *Mission: Impossible* series, and production will begin shortly in Australia. The show is currently being cast. In choosing prior series to remake, Stoddard said, "You look for shows where the story is going to carry it more than the characters will, because when you do a character show—if you tried to do *Starsky and Hutch* without those two guys, I think you'd have a real problem. But if you do *Mission: Impossible* the characterizations were relatively small. The story telling was terrific, and I think people tend to remember the stories." He added that *Police Story* has the same kind of premise, "to an extent, good, solid story telling."

In addition to the interim schedule, ABC also announced plans for mini-series. In the next 10 days, production starts on *The Kennedys of Massachusetts*. The six-hour mini-series is based on Doris Kearns Goodwin's book, "The Fitzgeralds and the Kennedys." The film features William Petersen, Charles Durning, Pat Hingle and Tracy Pollan. Another mini-series that went into production before the strike is *The Spy Wore Red*, a four-hour film based on the true story of Aline Griffith, a successful model who became a spy during World War II. *The Spy Wore Red* is a Stonehenge Production.

Previously announced mini-series include *Small Sacrifices* and *The Underground Empire*. *Small Sacrifices* is based on the book of the same name, about an actual murder case involving a mother and her three small children. The four-hour film is a Charles Fries production. *The Underground Empire* is a six-hour mini-series based on James Mills's expose of a global drug network that controls governments. ABC Circle Films is the producer. Both *Small Sacrifices* and *The Underground Empire* will resume production when the writers' strike concludes. Also in development is a 14-hour mini-series titled *Black Rainbow*.

ABC will also have 24 hours of made-for-television movies available this fall, according to Allen Sabinson, vice president, Motion Pictures, ABC Entertainment. Last year at this time the network had only five hours of movies available, "so it's obvious we've stepped up production to provide some

Stoddard

LeMasters

flexibility in scheduling both our normal Sunday night movie time period and other strike-affected time periods," said Sabinson. Among the made-fors that the network will air in the upcoming season are "The Women of Brewster Place," which tells the story of seven women whose lives come together in the ghetto over a number of years. The film stars Cicely Tyson, Paul Winfield, Lonette McKee, Oprah Winfrey and Robin Givens. "The Women of Brewster Place" is in post-production, and Winfrey is the executive producer.

"Second Chance" is a love story starring Bea Arthur and Richard Kiley. This romantic comedy explores the relationship of two people in their fifties who rekindle a high school relationship.

Also on ABC's made-for list is "The Ryan White Story," about a 13-year-old boy who contracts AIDS as a result of treatments for hemophilia. The film, which stars Judith Light, focuses on the treatment that the boy and his family receive from the town when his condition is discovered.

CBS, it is expected, will be hardest hit by the strike, lacking an Olympics or *War and Remembrance* to fill the program void. To avoid another third-place finish, "we're going to have to be very aggressive on a promotional front, by doing new and creative things," said David Poltrack, vice president, marketing, CBS. "We're certainly the long shot in this race—but don't count us out," he added.

Poltrack said that prior to the strike he had predicted a network share increase of 2% from last year. The increase, he said, would

NBC's 12.2/24 takes week
CBS's 8.9/20 takes evening news

Nielsen		Net	Show
1.	18.8/32	N	NBC Monday Movie
2.	17.6/35	N	Different World
3.	17.6/36	N	Cosby Show
4.	17.2/31	N	Night Court
5.	17.1/37	N	Golden Girls
6.	17.0/32	N	Cheers
7.	15.6/34	N	Hunter
8.	15.3/30	N	L.A. Law
9.	15.1/26	C	Miss Teen USA
10.	14.5/30	N	Amen
11.	14.4/28	C	Murder, She Wrote
12.	14.1/31	C	60 Minutes
13.	13.8/37	N	ALF
14.	13.7/25	N	Hogan Family
15.	13.6/27	A	Who's the Boss?
16.	13.5/24	N	In the Heat of the Night
17.	13.3/25	A	Full House, Tues.
18.	12.5/25	A	Growing Pains
19.	12.5/23	C	CBS Sunday Movie
20.	12.2/28	N	227
21.	12.0/25	A	20/20
22.	11.3/22	A	Head of the Class
23.	11.3/22	N	Matlock
24.	10.7/20	A	ABC Sunday Movie
25.	10.6/21	C	Wiseguy
26.	10.6/20	N	Funny People
27.	10.4/19	N	NBC Sunday Movie
28.	10.1/22	A	Mr. Belvedere
29.	10.1/20	A	Spenser: For Hire
30.	10.1/20	C	Jake and the Fatman
31.	10.0/22	A	Full House
32.	9.9/19	C	Blue Skies
33.	9.8/20	N	Miami Vice
34.	9.6/20	A	I Married Dora
35.	9.6/17	C	CBS Tuesday Movie
36.	9.6/18	C	Equalizer
37.	9.2/17	A	Thirtysomething
38.	8.7/16	A	Moonlighting
39.	8.6/16	A	Hooperman
40.	8.5/17	C	48 Hours
41.	8.5/17	N	Wednesday Night Surprise
42.	8.4/15	A	Monday Night Baseball
43.	8.3/20	N	Facts of Life
44.	8.2/19	A	Perfect Strangers
45.	8.0/15	C	Simon and Simon
46.	7.8/15	A	Macgyver
47.	7.7/17	N	Best of TV Bloopers
48.	7.5/15	C	Cagney and Lacey
49.	6.9/13	A	Slap Maxwell Story
50.	6.9/13	N	St. Elsewhere
51.	6.8/15	C	West 57th
52.	6.8/14	N	My Two Dads
53.	6.8/14	N	Blacke's Magic
54.	6.7/14	C	CBS Friday Movie
55.	6.5/12	C	CBS Summer Playhouse
56.	6.4/12	A	ABC Thursday Movie
57.	6.4/14	N	Family Ties
58.	6.2/14	A	Disney Sunday Movie
59.	6.0/13	A	Ohara
60.	5.8/11	A	Hothouse
61.	5.8/14	C	Kate and Allie
62.	5.5/12	C	Tour of Duty
63.	5.0/12	A	Supercarrier
64.	5.0/11	C	20th Anni., Clown College
65.	4.7/10	A	Hotel
66.	4.5/10	C	Frank's Place

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